

ABSTRACT OF THE DISCLOSURE

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5 In a computer system having a display device with a display surface, a
portion of the display surface is reserved for an exclusive use by a program, to allow
contents rendered by the program to be persistently visible. In one embodiment, the
reservation is accomplished through reducing the width and height of a shared
portion of the display surface managed by a window manager, corresponding to a
graphics resolution. In another embodiment, the reservation is accomplished by
10 having the window manager work with a pixel resolution smaller than the operative
pixel resolution of the display device driver. In one embodiment, the reservation is
made only while the computer system is "on-line". In one embodiment, the
exclusive use is to render advertisements in the reserved portion by an advertising
rendering program. The advertisements are HTML pages received from an
15 advertisement web server through the Internet. The HTML pages are rendered in
the reserved portion through a direct draw component. The direct draw component
is provided with the unreduced width and height as the width and height of the
surface area to support direct drawing of displays. A cursor control device driver
also supports monitoring of movements of a cursor control device and of
20 occurrences of cursor events. The cursor control device driver is likewise provided
with the unreduced width and height as the width and height of the surface area to
monitor for cursor movements and events. In other embodiments, multiple portions
of the display surface are reserved for advertising and/or other exclusive uses. In yet
other embodiments, full screen applications, including those that utilize page flipping
25 are accommodated.